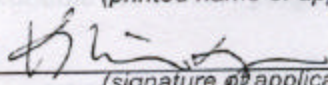


A. Cover Sheet (Attach to front of proposal.)

1. Specify: ☐ agricultural project or ☒ individual application or
☒ urban project ☐ joint application
2. Proposal title—concise but descriptive: **Water Ambassador and Ultra Low Flush Toilet Programs**
3. Principal applicant—organization or affiliation: **Long Beach Water Department**
4. Contact—name, title: **Eric Leung, Manager of Engineering**
5. Mailing address: **1800 E. Wardlow Road
Long Beach, CA 90807-4994**
6. Telephone: **562-570-2347**
7. Fax: **562-492-9631**
8. E-mail: **erleung@ci.long-beach.ca.us**
9. Funds requested—dollar amount: **\$ 630,000**
10. Applicant cost share funds pledged—dollar amount: **\$ 630,000**
11. Duration—(month/year to month/year): **July/2001 to June/2004**
12. State Assembly and Senate districts and Congressional district(s) where the project is to be conducted:
State Assembly Districts 52, 54, 55, and 56 Congressional District 37
State Senate Districts 25, 27, and 28
13. Location and geographic boundaries of the project: **City of Long Beach**
14. Name and signature of official representing applicant. By signing below, the applicant declares the following:
- the truthfulness of all representations in the proposal;
 - the individual signing the form is authorized to submit the application on behalf of the applicant;
 - the applicant will comply with contract terms and conditions identified in Section 11 of this PSP.

Eric Leung
(printed name of applicant)

February 14, 2001
(date)


(signature of applicant)

“WATER AMBASSADOR AND ULTRA LOW FLUSH TOILET PROGRAMS”

In Response to: CALFED/CALIFORNIA DEPARTMENT OF WATER RESOURCES WATER USE EFFICIENCY PROGRAM PROPOSAL SOLICITATION

B. Scope of Work

Executive Summary (B1)

Provide a brief project description, methods, and objectives.

Implementation of the expanded Water Ambassador and Ultra Low Flush Toilet (ULFT) Program is expected to double the current program effort and will benefit the local community of Long Beach as well as the entire region through water conservation. Water conservation not only saves water but also reduces wastewater generation and energy consumption. These savings are both local and regional. The Bay-Delta System will directly benefit from the proposed programs with reduced amount of Delta exports. More water can be preserved at the Delta for other important beneficial uses such as habitat restoration. Additionally, because of the reduced water demand, the City does not have to import additional water supplies from the Bay-Delta to meet its future demands.

Importance of Project (B2)

Statement of critical local, regional, Bay-Delta, State or federal water issues – explanation of the need for the project, who wants it and why, how the project would be consistent with local or regional water management plans or other resource management plans.

Today the Bay-Delta system is experiencing serious problems. Not only are the habitats declining, the system has suffered from impaired water quality as well as significantly declined water supply reliability. The Bay-Delta system is an intricate web of waterways created at the junction of the San Francisco Bay and the Sacramento and San Joaquin rivers and the watershed that feeds them. More than 22 million Californians rely on the system for all or some of their drinking water. For southern California, fixing the Bay-Delta System means better drinking water quality and a more secure economy because the Bay-Delta system supplies most of the water consumed by 16 southern Californians and their \$450 billion economy. The CALFED Bay-Delta Program was formulated to bring together cooperative efforts among state and federal agencies and California’s environmental, urban and agricultural communities to address these problems. The CALFED Bay-Delta Program is currently in its third phase to develop and implement a long-term comprehensive plan that will restore ecological health and improve water management for beneficial uses of the Bay-Delta System. Success of the CALFED Bay-Delta Program depends upon the involvement and support of the public through various programs. Close cooperation has to be extended to not only among state and federal agencies, but also urban and agricultural water users and others who play an important role in the collaborative process of solving problems.

Implementation of the expanded Water Ambassador and Ultra Low Flush Toilet (ULFT) Program is expected to double the current program effort and will benefit the local community of Long Beach as

well as the entire region through water conservation. Water conservation not only saves water but also reduces wastewater generation and energy consumption. These savings are both local and regional. The Bay-Delta System will directly benefit from the proposed programs with reduced amount of Delta exports. More water can be preserved at the Delta for other important beneficial uses such as habitat restoration. Additionally, because of the reduced water demand, the City does not have to import additional water supplies from the Bay-Delta to meet its future demands.

The expanded program intends to build on the City's existing water conservation program and promote water use efficiency to maximize water conservation throughout the City. It will enhance local flexibility and reliability of water supply through incentive-based programs. The project is consistent with the City's existing water management plan and in conformance with guidelines prepared by the California Urban Water Conservation Council (CUWCC) in the "Memorandum of Understanding Regarding Urban Water Conservation in California".

Programs and Objectives (B3 &B4)

Nature, scope, and objectives of the project. Also include methods, procedures, and facilities. Provide information to permit evaluation of the technical adequacy of the approach to satisfy the objectives.

LBWD has had an active water conservation program the last few years, focused on measures to reduce water use during the droughts as well as long-term conservation. In order to maximize water conservation throughout the City, Long Beach Water Department (LBWD) plans to expand and introduce new elements to the existing water conservation program. The expanded program will contribute toward the CALFED program objectives by reducing irrecoverable water losses in the Bay-Delta and hence attaining environmental benefits. These objectives can be accomplished through the implementation of established Urban Best Management Practices that demonstrate a potential for achieving CALFED objectives. Specifically, the expanded program will assure water use efficiency through cost-effective actions such as school education, community outreach, and distribution of water-saving devices.

Descriptions of the expanded water conservation program are detailed below:

Water Ambassador Program

The Water Ambassador Program has a voluntary element focusing on public education and community outreach. The Water Ambassadors (volunteers 55 years of age or older) support LBWD by participating in vital programs that benefit the City of Long Beach and help to educate and inform fellow residents of the importance of water to the City.

Basic Program-Public Education and Community Outreach. The Water Ambassadors distribute brochures, conservation material, and water-saving devices (such as low-flow showerheads and garden hose nozzles) throughout the City. Conservation displays are also set up at community functions. As an example, the Water Ambassadors logged 1, 758 volunteer hours during calendar year 2000, and participated in 67 community events. These events ranged from:

- Earth Day at the Aquarium of the Pacific, 500 visitors
- Kaleidoscope at California State University Long Beach, 10,000 visitors
- Health and Safety Fairs throughout Long Beach, 200-400 visitors each
- CPR Sunday, 400-700 participants
- Apartment Owners Association Convention, 800-1,000 visitors
- Veterans Day celebration, 500 visitors
- Carmelitos Community Health and Safety Fair, 500-700 visitors

The expanded program will reach more people through more community events.

Basic Program-Water Awareness Month. During the entire month of May (the “Water Awareness Month”), two Ambassadors will be staffed 8 hours a day at a booth in the lobby of City Hall to distribute water conservation items and information to all City Hall visitors. As an example, in May of 2000, 8,000 water conservation items (low-flow showerheads and garden hose nozzles) were given away.

The following are new elements proposed for the expanded Water Ambassador Program:

New Program-4th Grade Education. The Water Ambassador Program plans to target the 4th grade students for water conservation education at three selected schools as a pilot program during the first year of the proposed project. If the pilot program runs successfully, the program will be expanded to cover the 4th graders of the entire Unified School District in the subsequent years. It is estimated by the Metropolitan Water District (MWD), who provided the training and material (“Admiral Splash”) to the Water Ambassadors, that the school educational program could result in water savings of 30,000 gallons per household reached. The “Admiral Splash” program is an in-depth 10 lesson unit developed by MWD with videos, games and activities that covers the water cycle as well as California’s water history and need to conserve. The Water Ambassadors will visit the 4th grade classrooms, introduce the program, and present a combination of the first two lessons along with a few activities. The materials will be left behind for the teachers to follow up with the next several lessons. The Water Ambassadors will return to present an additional combination lesson a week or so later. The culmination of these efforts will end in an assembly for the entire 4th grade presented by the Ambassadors with the assistance of MWD staff. Eight Ambassadors are currently being trained with possibility of more to be trained for an expanded program.

Water I.Q. Game Educational Kiosk. The LBWD plans to pursue its opportunities by purchasing a portable kiosk for educating the public, school-aged children and visitors to both the LBWD Administration Building and Groundwater Treatment Plant. The proposed kiosk will be equipped with an educational program entitled Water I.Q. Game, and is exclusively geared towards water education. The touch-screen technology kiosk contains software including 24 inter-changeable questions, graphics, photos, and positive reinforcement messages regarding the conservation of water. This unit will be used in connection with the Water Ambassador Program, the LBWD lobby area, and civic events throughout the City. The estimated number of visits is between 8,000 and 10,000 people per year.

Ultra Low Flush Toilet Program

The Ultra Low Flush Toilet (ULFT) Program currently distribute 5,000 ULFTs every year (including rebates) to the community through high schools and a community based organization. LBWD hires and supervises a contractor (low-bid) to handle the distribution of ULFTs. Each of these toilets will conserve approximately 3.5 gallons of water per flush. MWD currently contributes to approximately 50 percent of the program cost. Since the ULFTs has an estimated minimum life of 20 years, water savings can be compounded significantly over the years beyond the 3-year duration of this proposal. The City plans to expand this program by 10 percent for the subsequent years to maximize the water savings.

The proposed programs are formulated based on established Best Management Practices (see CUWCC's Memorandum of Understanding Regarding Urban Water Conservation in California) to assure the technical adequacy of project approach. The Best Management Practices adopted for the proposed programs include :

- BMP 2 – Residential plumbing retrofit
- BMP 7 – Public information programs
- BMP 8 – School education programs
- BMP 10 – Wholesale agency assistance programs
- BMP 11 – Conservation Coordinator
- BMP 14 – Residential ultra low flush toilet replacement programs
- Potential BMP 3 – Replacement of existing water using appliances and irrigation devices

Schedule (B5)

Provide a simple bar chart schedule with tasks, deliverable items, due dates, projected costs for each task, and quarterly expenditure projection to form the basis of the required quarterly and annual project fiscal and programmatic reports, should the project be funded.

The expanded program is built on an existing, fully-operational program. For the purpose of this funding proposal, the schedule of a three-year program starting in July, 2001 is shown on Figure 1. Since there are no deliverable items or due dates, projected costs and quarterly expenditure projection are presented based on each program. The Water Ambassador Program generally runs year-round. Additional efforts are focused in May of each year during the Water Awareness Month. The ULFT Program is operated between March and June of each year. However, rebate activities and project management extend beyond June.

Monitoring and Assessment (B6)

Describe the monitoring and assessment procedures that will be used to document progress and determine success of the project. Include information about how the data and other information will be handled, stored and made accessible.

The Water Ambassador and ULFT Programs are monitored on a continuous basis. Assessments are made after each community outreach event. The project coordinator/manager documents the

activities and determine success of each event. The project coordinator/manager keeps all project records in the LBWD filing system for access.

C. Outreach, Community Involvement, and Information Transfer

Outreach Efforts (C1)

Describe outreach efforts to contact and involve participation from people in disadvantaged communities. Describe efforts to extend the benefits of the project to people in disadvantaged communities and develop partnerships, as appropriate. Describe efforts to involve and extend the benefits of project to tribal entities in the area.

The Water Ambassadors participate in community throughout the city year round. Low-income citizens often participate in these events. As an example, there were at least two events held in the year 2000 at the Carmelitos Housing Development, a low-income community governed by the Housing Authority of the County of Los Angeles. At these events water conservation information are given to the disadvantaged community residents as well as water conserving devices including low-flow showerheads and garden hose nozzles. Between 500 and 700 residents receive this information at these two events in 2000. There are no tribal entities in the City of Long Beach.

Community Involvement (C2)

Training, employment, and capacity building potential. Estimate number and level of people or organizations expected to receive training, employment, or capacity building benefits from the project

Water Ambassadors educate citizens in Long Beach about the increasing demand for water and the dwindling supply. They also help to inform the citizens of Long Beach about water quality. Water Ambassadors serve with other dedicated volunteers and have the opportunity to meet many of the citizens and children in the community. Water Ambassadors also receive training from various organizations such as MWD in order to take the responsibilities of a public educator. The ULFT Program distributes ULFTs through high schools and community based organization.

Information Transfer (C3 & C4)

Describe the plan for disseminating information on the results of the project and promoting their application. Provide a copy of letter sent to the local land use entity, water district, or other potentially impacted or cooperating agencies notifying them of the proposal.

The Water Ambassador Program provides children and adults with water conservation information through fun programs. Water Ambassadors provide the critical link between the LBWD and the children in the Long Beach Unified School District through the Junior Water Ambassador Program. Ambassadors also work with youth organizations throughout the City. In addition, the Water Ambassadors provide information on the LBWD and other critical water issues through city-wide and neighborhood events, special meetings, and local gatherings.

A copy of the LBWD Water Ambassador Program information brochure is attached to the end of this application package.

D. Qualifications of the Applicants

Project Management and Coordination (D1 & D2)

Include a resume(s) of the project manager(s). Identify and describe the role of any external cooperators that will be used for this project.

The Long Beach Water Department was established in 1911 and has provided quality service to the community ever since. LBWD is dedicated to water conservation and distributes a wide variety of conservation and educational materials. Two staff members are assigned to manage and coordinate the proposed programs. Ms. Jean Hartman is the full-time coordinator for the Water Ambassador Program (resume attached). Ms. Melissa Keyes (resume attached) is in charge of overseeing both the Water Ambassador and the ULFT Programs. Ms. Keyes also supervises the contractor who handles the distribution of the ULFTs.

Partnerships (D3)

Provide information about partnerships developed to implement the project.

LBWD developed partnerships over the years with all the volunteer Water Ambassadors who are trained at the “Water Academy” and studied the following areas:

- State water supply, politics and regulations
- Regional and Long Beach water supply, usage, rates local water projects
- Water quality
- Water conservation
- Wastewater treatment

A list of LBWD’s 26 Water Ambassadors is attached.

E. Costs and Benefits

Budget Summary and Justification (E1 & E2)

Provide a detailed budget that includes salaries and wages, fringe benefits, supplies, equipment, services or consultants, travel, other direct costs, and total estimated costs. Indicate the amount of cost sharing for each element as well as direct and indirect costs. Provide a brief explanation for the labor costs, equipment, supplies, and travel included in the budget.

A detailed budget of proposed program costs is shown in Table 1. The budget justification and explanations for the labor costs, equipment, supplies, and travel are also included in Table 1. A summary of program costs is provided below.

Time Period	2001-2001 (12 month)	2002-2003 (12 month)	2003-2004 (12 month)
Water Ambassador Program Costs	\$ 114,600	\$ 89,300	\$ 92,900
ULFT Program Costs	\$ 567,700	\$ 622,700	\$ 347,700
MWD Participation in the ULFT Program	(\$ 275,000)	(\$ 302,500)	(\$ 330,000)
Total Program Costs	\$ 407,300	\$ 409,500	\$ 440,600

Benefit Summary (E3a) – Quantifiable Outcomes and Benefits

List expected project outcomes (the physical changes that will occur as a result of the project) and expected benefits (the value of those outcomes). Quantify outcomes and benefits to the degree possible. Indicate how each quantified outcome and benefit will be shared among the project's beneficiaries. Identify and delineate quantified outcomes and benefits expected to directly or indirectly benefit the CALFED program.

The expected water savings (i.e. project outcomes) through the proposed programs are quantified in Table 2 in terms of both the amount of water as well as the avoided cost for water purchase. The assumptions used to estimate the water savings are also provided in Table 2. A summary of quantifiable program benefits is shown below.

	Total Water Demand Reduction (acre-ft)	Cumulated Benefit
Water Ambassador Program Benefits	2,100	\$ 941,600
ULFT Program Benefits	21,500	\$ 9,655,500
Total Program Benefits	23,600	\$ 10,597,000

The quantifiable outcomes and benefits to LBWD and the CALFED program are expected to be equivalent, which will be further explained in Paragraph E4 later.

Benefit Summary (E3b) – Qualitative Outcomes and Benefits

List expected project outcomes (the physical changes that will occur as a result of the project) and expected benefits (the value of those outcomes). For project outcomes and benefits that are not quantifiable, provide a qualitative description of such project outcomes and benefits. List and describe verbally all outcomes or benefits that cannot be quantified at present. Indicate how each non-quantified outcome and benefit will be shared among the project's beneficiaries. Identify and delineate non-quantified outcomes and benefits expected to directly or indirectly benefit the CALFED program.

The qualitative outcomes and benefits of the proposed program are listed below:

LBWD Benefits:

- Reduced purchases of water from MWD by 23,500 acre-feet through the life of the project.
- Save energy and system operation costs.
- Reduce peak water demands.
- Reduce wastewater generation.
- Keep water rates reasonable and sustain economic growth.
- Improve local water supply reliability during dry years.
- Save water to support new accounts with no added capacity, which is also consistent with MWD's priority.

CALFED Program Benefits:

- Enhance Bay-Delta environmental benefits by leaving more water in the Bay-Delta, local streams, lakes, and groundwater aquifers and avoiding additional water pumping.
- Reduce export from the Bay-Delta to take pressure off the Delta during dry years.
- Reduce state-wide energy demands.
- Retain more water in the Bay-Delta for other important beneficial uses.

Assessment of Costs and Benefits (E4)

Include an assessment that summarizes the costs and benefits of the proposed project. List and explain major analysis assumptions. Express all benefits and costs in year 2000 dollars. Convert all costs and benefits to their present value equivalents prior to aggregating them. Use a six percent discount rate. Compile a table/summary showing the present value of the quantified/non-quantified costs and benefits for the applicant, each project beneficiary, CALFED, and any other parties affected by the project.

As mentioned earlier, the cumulative quantitative and qualitative benefits for LBWD and the CALFED program will be about equal based on the following analysis:

- LBWD imported 60% of its water supply from MWD; the rest of 40% is groundwater.
- Assuming MWD received 50% of its supply from the State Water Project (i.e. Bay-Delta).
- The enhanced local groundwater supply benefit during dry years should receive about 20% of credit.
- The water saved through the proposed project will benefit the CALFED Program by (60% x 50%) plus 20%, which is about 50%.
- The request cost sharing through the CALFED Program is therefore 50% of the program costs.

Major Analysis Assumptions

The above analysis is based on the following major assumptions:

- 60% of the water saved through the program is coming from MWD imported water.
- 50% of MWD imported water is from the State Water Project.
- The environmental benefits are not included.

Long Beach Water Department Water Ambassadors List

Russ Blankenship
Vaughn R. Clark
Charles F. Conner
Carl N. Dalton
Miles J. Devine
Sandra Eckhardt
Robert Elliott
Jose P. Esguerra
Herman W. Holt
Michael Edward Kohel
Wenceslao Lazcano
Domingo D. Leonida
Carrie McGraw
Rita Michener
Zach L. Mullaney
Mary Mulvey
Vivian Nelson
Raymond Ouellette
Harold Schiller
Dolly Wade
Elaine Wade
Ernest Wallner
Joann N. Whalen
Lou Wyatt
Madelene Jeane Young-Ellis

Table 1
Long Beach Water Department
Water Ambassador and Ultra Low Flush Toilet Programs

Budget Summary

	2001-2002		2002-2003	2003-2004	Budget Justification
	Direct Cost	Indirect Cost	Direct Cost	Direct Cost	
Water Ambassador Program					
a Salaries and Wages					
	\$ 27,000		\$ 27,000	\$ 27,000	Community outreach events (50% of a contract coordinator's workload plus 25% of another coordinator's workload)
	\$ 15,000		\$ 15,000	\$ 15,000	4th grade conservation program (50% of a contract coordinator's workload)
b Fringe Benefits	\$ 5,700		\$ 5,700	\$ 5,700	47.15% of one program coordinator's 25% salary
c Supplies			\$ -	\$ -	
Low-flow shower heads	\$ 5,500		\$ 6,050	\$ 6,600	Water conservation outreach give-away item
Garden hoses nozzles	\$ 8,500		\$ 9,350	\$ 10,200	Water conservation outreach give-away item
Promotional sponges	\$ 3,000		\$ 3,300	\$ 3,600	Water conservation outreach give-away item
Tote bags (imprinted with use water wisely t	\$ 1,000		\$ 1,100	\$ 1,200	Water conservation outreach give-away item
Magnets (imprinted with conservation messa	\$ 1,500		\$ 1,650	\$ 1,800	Water conservation outreach give-away item
Water conservation gardening booklet	\$ 2,500		\$ 2,750	\$ 3,000	Conservation information
Conservation information for school age child	\$ 3,000		\$ 3,300	\$ 3,600	Conservation information
Arts and craft materials (beads, rice, leather, straps, balloons, scissors, felt tip markers,	\$ 2,000		\$ 2,200	\$ 2,400	4th grade school conservation program material
d Equipment	\$ 20,900				Portable Water I.Q. Game Educational Kiosk
e Service or Consultant	\$ -	#####	\$ -	\$ -	Planning and preparation of grant application
f Travel	\$ 1,000		\$ 1,100	\$ 1,200	Mileage to/from community outreach events; travel of Water Ambassadors (volunteers) not included
g Other Direct Costs (planning, maintenance, etc.)					
	\$ 2,000		\$ 2,000	\$ 2,000	Water I.Q. Educational Kiosk annual license fee and maintenance services
	\$ 8,000		\$ 8,800	\$ 9,600	Miscellaneous program costs (mailing, communication, promotion, etc.)
h Total Estimated Costs (Water Ambassador)	\$106,600	#####	\$ 89,300	\$ 92,900	

Table 1
Long Beach Water Department
Water Ambassador and Ultra Low Flush Toilet Programs

Budget Summary (Continued)

	2001-2002		2002-2003	2003-2004	Budget Justification
	Direct Cost	Indirect Cost	Direct Cost	Direct Cost	
Ultra Low Flush Toilet Program					
a Salaries and Wages					
	\$ 12,000		\$ 12,000	\$ 12,000	25% of program coordinator's workload
b Fringe Benefits	\$ 5,700		\$ 5,700	\$ 5,700	47.15% of program coordinator's 25% salary
c Supplies					
ULF toilets distribution	\$320,000		\$352,000	\$ 384,000	ULF toilets distribution (4000)
ULF toilets rebates	\$ 80,000		\$ 88,000	\$ 96,000	ULF toilets rebates (1000)
d Equipment	\$ -		\$ -	\$ -	
e Service or Consultant	\$125,000		\$137,500	\$ 150,000	Fee for contractor hired to handle the distribution of 5000 ULF toilets (per year)
f Travel	\$ -		\$ -	\$ -	
g Other Direct Costs (planning, maintenance, etc.)	\$ 25,000		\$ 27,500	\$ 30,000	Miscellaneous program costs (mailing, communication, promotion, etc.)
h Total Estimated Costs (ULFT Program)	\$567,700	\$ -	\$622,700	\$ 677,700	
MWDSC Share (50% of ULFT program less coordinator's cost)	#####		#####	#####	
ULFT Program Net Costs	\$292,700		\$320,200	\$ 347,700	
Total Programs Costs (Water Ambassador and	\$399,300	#####	\$409,500	\$ 440,600	
Three-Year Programs Total	\$			1,257,400	

W O R K E X P E R I E N C E

City of Long Beach, Water Department
Long Beach, California

1992 - Present

ADMINISTRATIVE PROJECTS COORDINATOR

MANAGE, PLAN, COORDINATE AND SUPERVISE ALL SPECIAL PROJECTS AND EVENTS FOR THE LONG BEACH WATER DEPARTMENT INCLUDING: ANNUAL PUBLIC OPEN HOUSE, OFFICIAL DEDICATION AND GROUNDBREAKING CEREMONIES; OVERSEEING AND MANAGEMENT THE WATER AMBASSADOR PROGRAM, THE ANNUAL ULTRA LOW-FLUSH TOILET PROGRAM, THE DEPARTMENT'S EDUCATIONAL PROGRAM ON CONSERVATION, THE ANNUAL WATER AWARENESS CAMPAIGN, THE DEPARTMENT'S VOLUNTARY IDEA INCENTIVE PROGRAM AND THE EMPLOYEE OF THE YEAR PROGRAM; RESPONSIBLE FOR WRITING AND DISTRIBUTION OF DEPARTMENT PRESS RELEASES REQUIRING KNOWLEDGE IN ALL STYLES OF WRITING; WRITING AND DESIGNING THE EMPLOYEE'S MAINBREAK NEWSLETTER, THE WATERWATCH NEWSLETTER, WHICH IS DISTRIBUTED TO CIVIC AND BUSINESS LEADERS, AND SPECIAL PUBLICATIONS SUCH AS THE ANNUAL REPORT; GRAPHIC DESIGNS FOR PROMOTIONAL ITEMS SUCH AS BOTTLED WATER LABELS, ADVERTISEMENTS AND AWARDS; COMPILING AND PRESENTING COMPUTERIZED (POWERPOINT) AND VISUAL SLIDE PRESENTATIONS; SPECIAL AWARDS AND RECOGNITION ITEMS; PUBLIC RELATION AND MARKETING PIECES SUCH AS THE "SHOWERS THAT WATER LONG BEACH" INFORMATIONAL VIDEO, TREATMENT PLANT SAFETY VIDEO AND NEWLY COMPLETED WATER BOTTLING PLANT VIDEO; COMPILING AND COMPOSING AWARD APPLICATIONS, AND ACT AS THE DEPARTMENT'S REPRESENTATIVE ON THE CITY-WIDE TASK FORCE FOR VOLUNTEERS AND THE EDITORIAL BOARD OF THE CITY-WIDE LB INK NEWSLETTER.

**City of Long Beach, Department of
Parks, Recreation and Marine**
Long Beach, California

1986 - 1992

**CLERK TYPIST III, PARKS BUREAU/CAPITAL IMPROVEMENT PROJECTS/GOLF
DIVISION**

ASSISTED IN THE COORDINATION OF CAPITAL PROJECTS AT 42 PARKS, BEAUTIFIED AREAS AND RECREATIONAL FACILITIES. DUTIES INCLUDED TRACKING PROJECTS STATUS AND COMPLETING STATUS REPORTS; SCHEDULING PROJECT MEETINGS WITH OTHER DEPARTMENTS AND CONTRACTORS; PREPARING GRANT APPLICATIONS AND PROPOSALS, AND MAINTAINING PROJECT FILES.

**Long Beach Schools Employee Federal
Credit Union**

1982 - 1986

Long Beach, California

LOAN PROCESSOR

PREPARED AND FINALIZED ALL LOAN APPLICATIONS

E D U C A T I O N

LONG BEACH CITY COLLEGE CYPRESS JUNIOR COLLEGE
CSULB CERTIFICATE IN MARKETING/PUBLIC RELATIONS

E X T E N S I V E K N O W L E D G E

POWERPOINT
MICROSOFT WORD

OMNIPRO
EXCEL

ADOBE PHOTOSHOP
QUARKXPRESS

P R O F E S S I O N A L A F F I L I A T I O N S

TOASTMASTERS INTERNATIONAL, WATERMARKS CLUB #8103 SERVING AS
VICE PRESIDENT OF PUBLIC RELATIONS-2000 ~ VICE PRESIDENT OF MEMBERSHIP-1999
WOMEN IN COMMUNICATIONS ~ MEMBER OF 3CMA

JEAN HARTMAN
232 Savona Walk
Long Beach, CA
90803
562.621.0917

PROFILE

Jean Hartman has close to twenty-five years experience in the fields of project development and management, volunteer coordination, special event planning, television production, theater and advertising - including print and video. She exhibits particular strengths in the areas of management, both fiscal and creative.

AWARDS

Two Emmy Awards and six nominations; seven Ace Awards and ten nominations; eight Diamond Awards - Best Local Programming in 1990 & 1991 and ten nominations; A&E Network's City Video Award; four California Association of Public Information Official's CAPPY Awards - Best Overall 1989 & 1990. California PTA Honorary Service Award 1997; Long Beach Unified School District Outstanding Volunteer, 1998; California PTA Continuing Service Award 2000.

PROFESSIONAL HISTORY

Program Coordinator

Long Beach Water Department
Long Beach California
1999 - Present

Responsible for the development and all phases of the volunteer program which participates in public events and works with school-age children, educating on the importance of water and conservation. Liaison - City wide Volunteer Program.

Community Liaison

Long Beach Wilson High School
Long Beach California
1998-2000

As part of the Ammenburg Grant worked specifically with at-risk students, parents and the community to improve students course understanding, grades, and self-awareness.

Media Relations

California Car Phone
Long Beach, California
1997-1998

Was responsible for the creation of all print and television ads. Oversaw and complied with all co-op regulations. Media includes several cable television companies and nine newspapers. Duties also included the coordination of sponsorship of several venues, special events and sports teams including the Ice Dogs and The Pyramid at CSULB.

Gazette Newspapers

Long Beach California
1996-1997

Primary responsibility was to create and develop advertising sales for both the Gunion Gazette and Downtown Gazettes.

Development

The Grant Group
Hollywood California
1992-1995

Developed a comprehensive business plan to install an interactive cable channel in the Los Angeles Convention Center and downtown area hotels.

Production Manager/ Director of Programming

Cityscope 21
Long Beach California
1989-1992

Managed video production and programming for the City of Long Beach -Cityscope21 (a nationally recognized cable channel). Created and managed diverse projects. Was responsible for hiring all production personnel. Developed and managed annual budgets. Searched and obtained grant funds.

RESUME

Television Production Instructor

Garden Grove School District
Garden Grove California
1986-1989

Taught all phases of video production including; writing, camera operation and editing for the Vocational Ed. department.

Freelance Produced/Editor

Los Angeles California
1990-1996

On-line editor for commercially released children's video (sold over 1 million copies to date). Off-line editor for feature length documentary on the L.A. riots. Produced local infomercials, commercials and corporate videos.

Freelance Theater Production

Los Angeles California
1976-1982

Performed a variety of duties including: Stage Manager, Lighting Director, and Costume Designer for: Long Beach Civic Light Opera, L.A. Free Shakespeare Festival, Downey CLO and others.

ACTIVITIES

1996&1998 Volunteer Coordinator and Assistant Campaign Manager for Doug Drummond - included recruitment, and effective placement of all volunteers. 1996-2000 Wilson H.S. Graduation Activities Chairman - supervised the organization of the all night on campus celebration for graduating class exceeding 650. Recruited and managed volunteer staff of 200+, and fund raising. 1996-1999 Wilson Aquatics Foundation Board Member - assisted with fund raising activities and press related issues. 1996-1998 Wilson H.S. PTA Executive Board Member-Membership 1998-2000 Wilson H.S. PTA President. managed various PTA functions supporting education. 1993-1995 Chairman Design & Review for Village Green, a property in the National Registry.

WHY CHOOSE THE WATER DEPARTMENT

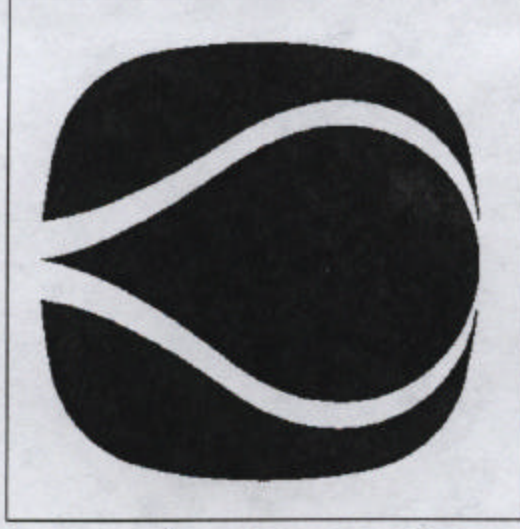
The Department was established in 1911 and has provided quality service to the community ever since.

The Department is dedicated to providing quality water to the public, no matter the source. About 60% of our water is imported from MWD, and 40% is pumped from groundwater.

Groundwater is treated by state-of-the-art equipment to high water standards. The water is so good, it is even bottled.

Currently, more than a billion gallons of water is reclaimed annually for irrigation throughout the city, which saves potable water and improves the overall reliability of the region's water supply.

The Department is dedicated to water conservation and distributes a wide variety of conservation and educational materials.

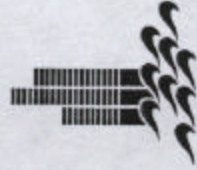


Long Beach Water Department WATER AMBASSADOR PROGRAM

Information Brochure

*For More Information About The
Exciting Volunteer Opportunities
in the Long Beach Water
Department's Water Ambassador
Program, Please contact Ms. Jean
Hartman at the Long Beach Water
Department. (562) 570-2312*

Long Beach Water Department
1800. Wardlow Road
Long Beach CA



Water Ambassadors support the Long Beach Water Department by participating in vital programs that benefit the City of Long Beach and help to educate and inform fellow residents of the importance of water to Long Beach.

VOLUNTEER OPPORTUNITIES

Water Ambassadors make a genuine difference in the community and as a volunteer you can make things happen.

Water Ambassadors educate Southern Californians about the increasing demand for water and the dwindling supply.

Water Ambassadors help to inform the citizens of Long Beach about water quality. High quality, safe drinking water is fundamental to the health and well-being of all who live and work in Long Beach.

Water Ambassadors serve with other dedicated volunteers and have the opportunity to meet many of the citizens and children in the community.

Water Ambassadors make a difference by educating children and adults in fun programs that are often out doors. Water Ambassadors lead by example.

WHAT DO WATER AMBASSADORS DO?

Water Ambassadors make a difference through participation in one or more of the following:

YOUTHOUTREACH

Water Ambassadors provide the critical link between the LBWD and the children in the Long Beach Unified School District through the Junior Water Ambassador Program. Ambassadors work with youth organizations throughout the city.

COMMUNITY RESOURCE

Water Ambassadors provide information on the LBWD and on the critical water issues through city-wide and neighborhood events, special meetings, and local gatherings.

LBWD WATER MUSEUM

The LBWD was established in 1911. Our history directly parallels the rise of Long Beach to a world class city. Water Ambassadors help the LBWD establish a "Water Museum" in the soon-to-be renovated administrative office.

ARE VOLUNTEERS TRAINED?

Water Ambassadors are trained at the "Water Academy" Which includes study in the following areas:

- State water supply, politics and regulations
- Regional and Long Beach water supply, usage, rates, local water projects
- Water Quality
- Water Conservation
- Wastewater treatment

INTERESTED IN BECOMING A WATER AMBASSADOR?

*Contact Ms. Jean Hartman
(562) 570-2312
For more information.*